

SALES FORCE AUTOMATION: THE WORLD'S MOST AMAZING BUSINESS SECRET

What You Can Learn From The World's Most Successful Fast-food Restaurant

Did you know... the high volume sales for the world's most successful fast-food chain has nothing to do with their menu. They didn't gain customers because of their quality ingredients. Their massive success is not because they employ spotty, young teenagers. (In fact, many would say they've achieved impressive results in spite of it.)

Yes, the fast-food chain I'm talking about is McDonald's. And yes, you can learn something very valuable from them.

You see, the key to McDonald's success is simple. They have a system. It's their day to day food preparation and operations that have made McDonald's the biggest restaurant chain in the entire world.

And it's no surprise, really, because all Ray Kroc (McDonald's Founder) did was take the idea and the principles of mass production from one industry – automobile manufacturing, and apply them to another – fast food!

The concept behind McDonalds' prosperity is not new. But, so few people "get" it.

OK, so what does this have to do with your business? Unless your company is a fast food restaurant, there's nothing to be gained from knowing all this, right? Well, consider this valuable lesson to be learned from the McDonald's story: no matter what business you're in, a pre-determined system is invaluable to you and your company.

Let me explain.

You've undoubtedly heard about "email autoresponders" and "contact managers."

Both of these are types of marketing systems. They provide ways to keep your business running with assembly line precision. Now, you've probably also heard of drip marketing and automated follow-up. These and many other features are all part of a revolutionary transition into follow-up marketing software.

But here's something you might not realize: the part of marketing follow-up software that's often underused or even completely ignored is Sales Force Automation. Sales Force Automation is the part of marketing follow-up that deals with the narrow process between receiving the lead and making the sale.

Underused and ignored? Oh yes.

And do you know why?

Because most people have not learned the skills of great "salesmanship." And being able to sell successfully is certainly a skill.

Let me clarify. Any truly good sales person knows a transaction proceeds from lead to sale along a predefined route built up of many parts – building blocks if you like. And a good sales person knows the value of a script, even if it's one with detours and sideroads leading to the same result.

A poor sales person, on the other hand, makes the sale "off the cuff", never doing the same thing twice in quite the same way. And because of this, they fail to see the system emerging.

Yes, that's what I said: the system.

In short, most sales people don't realize the sale is the result of a process. Just let that sink in for a moment, because it's really important.

Why?

Because it means you can systemize your sales process.

What's more, it's a system you can plug into the

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right software.

And do you know what that means?

It means the difference between doing "OK", and having a flood of cash pouring into your bank account while you soak up the sun on an exotic beach somewhere.

Because it means you can automate your sales process!

And that's HUGE!

Let's spell it out with...

7 Powerful Reasons EVERY Business MUST Use Sales Force Automation IF It Wants To Be Successful

1. You Can Save Yourself Time

If your leads are in a properly set-up Sales Force Automation System you've just earned yourself hours of free time.

A good Sales Force Automation System will have the tools to follow up with your prospects automatically. You can schedule calls and make appointments with laser-like precision. The software will send letters, emails, faxes, and voice-broadcasts without any extra help from anyone.

The only thing a quality Sales Force Automation System won't do is go to your appointments for you! In businesses, where the sale isn't dependent upon meeting with or calling a prospect, the whole sales process can run on autopilot! Even collecting the money! How easy is that?!

2. You Can Give Yourself A Productivity Boost

Think of all that time you spend managing your

company, writing reports, and putting together proposals. It's a lot of work. So, why are you wasting time, using unnecessary effort to make a sale?

The truth is: you shouldn't be burning your "energy budget" actually talking to anyone who's not already 90% of the way towards giving you money. **It might seem selfish but think of it this way:** the less time you spend with the cold prospects the more time you have for the hot ones and your existing customers and clients... which means you can give them better service, and charge higher prices for this premium service (because you can bet your boots your competitors aren't doing it!)

3. You Can Close More Sales

If you're working more efficiently (because the software is doing all the grunt work for you) and you're investing your time only in those red-hot prospects ... then obviously you'll be more effective, too. You can finally spend a little more time with prospects that are ready to discover what your business can do for them.

Bottom line: you're making more sales.

4. You Can Work Smarter

Because everything is automated and configurable and you'll have up-to-the-minute facts and figures at your fingertips you're taking the guess-work out of the selling process.

By targeting your message, you won't be wasting precious contact time trying to figure what your prospect wants. You'll be prepared to meet their needs whenever you reach out to them. And as you know, prospective customers respond better when they believe you understand their concerns.

5. You Can Streamline The

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Marketing And Sales Process

Measurement. It's what's missing from all these major corporation ads and campaigns. They don't know what's working... because they can't measure it.

If you can't measure it, you shouldn't be using it. And if it's automated using a quality Sales Force Automation System, then you can measure it. The upshot is you'll know exactly where your marketing and sales dollars are going, and what the payback is. Your whole sales and marketing process becomes measurable and accountable.

6. You Can See What Is Working And What Is NOT

If your sales process is automated it means it's got discrete steps. If it's got steps, you can pinpoint where it's going right and where it's going wrong.

In our company we have a 37-step sales process... and we can spot trends and anomalies the instant they occur. Getting a "bump" in sales on Day 23? Move it to Day 15 and see what happens. With quality Sales Force Automation software you can do that with the click of a button and see the results within days. It could easily mean closing sales a whole week or more sooner.

7. You Can Serve Your Customers And Clients Better

As I alluded to earlier... if you're working more efficiently and you have the sales process nailed down tight with a powerful and automated system, then you can concentrate on the "human" side of your business. You can close

your sales quickly and then begin working on and improving the relationships you have with your customers and clients.

Automate Your Sales Process With Care

All this stuff sounds pretty good, doesn't it?

Sure it does... and so it should. Because it is

“By targeting your message, you won't be wasting precious contact time trying to figure what your prospect wants.”

good. Using a system like this and changing nothing else in your business can almost double, triple or even quadruple your profits!

No joke.

But you do have to be careful.

Because it's not that simple.

Modern CRM software programs like Act! and Goldmine are great at all the "contact" stuff, but they are comparatively weak on the business automation side.

So they're great as far as they go, and businesses have done some pretty cool things with them. But, there comes a point when you hit the limit. A point beyond which you can't take the next quantum leap. A point where the limits of the software are holding you back.

That's when you need to go to the next level. That's when you need an automated follow-up marketing solution like Infusionsoft.

Introducing... Infusionsoft

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Even when our users take advantage of only a tiny fraction of the benefits it puts at their fingertips, they realize Infusionsoft is easily the best “system” available. It’s better than contact managers, CRMs, or any other marketing solution out there.

You see, Infusionsoft was written by a hard-core team of expert marketers and sales professionals to be used by expert marketers and sales professionals.

From the user’s perspective it runs in an ordinary browser, so you don’t have to install any software or anything tricky like that. Nope, it’s Web-based... meaning we host it on Infusionsoft’s own secure, backed-up and bullet-proof servers.

You access Infusionsoft over the Internet, so you always have access to your system, wherever you are. We could tell you dozens of stories about people who’ve picked up “hot tips” from our user conferences and have raced to their laptops and implemented strategies worth tens of thousand of dollars in hard cash within literally minutes of hearing about them!

How is this possible? How does it work? How can it work?

Because it’s a system we’re talking about. A system run by the software for you, **24/7**.

Just boot up, log in and **BOOM!** There you are... in the driver’s seat of the Formula 1 race car of marketing automation software.

Infusionsoft is a staggeringly powerful software system created specifically for direct-response marketers... meaning it handles contact management, marketing, sales, e-commerce and accounting functions. It’s the first and only one of its kind in the world.

And, of course, there’s no costly hardware, no

software to install, and you don’t have to hire an IT guy to run it!

Infusionsoft is so darned smart and flexible it’ll create all types of reports for you and instantly analyze the data. Every single one of the thousands — possibly millions — of leads you get from your marketing campaigns goes straight into the super-secure database, so it can start working for you right away.

So, once you have all these leads... just what you do with them?

Well, if you’re like most businesses, you do nothing. And if you’re like most of the rest, you might email them a couple of times and let it go at that.

Hey... don’t you need some kind of automated process in there to do the selling FOR you?!

Yes! And if you’re smart, one of the top few percent, you let loose the might of computer technology and marketing on your leads! Leaving YOU free to focus your energy on the people 90% of the way to being “sold.” Let the software handle the “chaff” in your list.

How To Get Maximum Value From Your Leads

See, this list of prospects, and by extension the list of customers they become, is the most valuable asset your business will ever have. But leads that sit in your database are as much use as unread books sitting on your shelf. In other words, they’re good for nothing.

So what do you do with them?

Well, you market to them. You send them a free report and then you measure response.

And this is where it gets clever. See, it’s not just

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the numbers of responses you're after. It's the whole dynamic, the whole demographic. If you're selling flower pots you might find you're selling 70% of your products to little old ladies in Ohio on alternate Thursdays between the months of April and June. Don't laugh. Some really strange things have been found by slicing and dicing leads like this.

OK, so how do you dissect your sales information?

Well, right now Infusionsoft is the one system designed and built for the purpose of performing this kind of online wizardry.

From the instant your prospects hit your landing page, the power of Infusionsoft is right behind you, crunching away behind the scenes, processing your leads and reporting the results to you in any one of a myriad of fully-customizable ways.

Even better, Infusionsoft isn't some passive "number cruncher". Oh no... it's so smart it can take pre-determined actions depending on how visitors behave when they're on your site.

And there's more... unlike a plain autoresponder, Infusionsoft can interface directly with your in-house and commercial printers... so your Free Reports are printed on demand and sent automatically without you even knowing about it.

You got it... this is sales force automation on steroids!

And afterwards when your prospects become customers?

Infusionsoft handles billing, email, fax, voice-broadcast... in fact, if you've read The 4-Hour Work Week and you were wondering if a single

system could run a totally "hands off" business... the answer is **YES**.

If you've been using a hodge-podge of off-the-shelf software, home-grown databases, spreadsheets, manila folders, calendars, sticky notes, or any other kind of half-baked, lame excuse-for-a-system... you can keep doing it the hard way, or you can work smarter by using Infusionsoft, the all-in-one sales and marketing automation software designed specifically for marketing-minded entrepreneurs.

If you are serious about maintaining solid relationships with your prospects and customers, then you should be serious about maintaining their information in a database system that's not only secure and reliable, but that enables you to access, analyze, and slice & dice your customer information easily.

The end result is better marketing and better customer communication, and ultimately... more profit!

Infusionsoft puts virtually **ANY** business on autopilot. The only other thing you need is... well, nothing.

OK, you're probably wondering how you can discover more about the powerful features in Infusionsoft. You undoubtedly want to learn how you can use Infusionsoft to significantly increase your sales (and by extension-revenue).

Well, it's easy. Because for a strictly limited time, you can watch a **FREE online demo of Infusionsoft**.

So here's what to do while you're thinking about it and before anything comes up to distract you, **go to: www.infusionsoft.com/demo** and watch the on-demand demo.

The demo is **FREE**, and comes with no obligation and no strings attached. It won't cost you a single, solitary cent to watch... but it could be worth a million bucks to your bottom line.